

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (previously presented) A method for ordering of merchandise over a communication network among a plurality of merchandise providers from a plurality of order terminals, each of said order terminals being associated with and under the control of ~~a~~ one of a plurality of business entities and having a pre-established business relationship with at least one of said plurality of merchandise providers, comprising:

maintaining information with respect to business relationships between said merchandise providers and said plurality of business entities, said business relationships being either friendly, netural, or adverse with respect to each of said plurality of order terminals;

providing an offering at one ~~or more~~ of said plurality of order terminals based on said pre-established business relationships associated with said one ~~or more of said~~ order terminals in response to an order placed at said one order terminal.

2. (original) The method according to claim 1 wherein the offering provides a subset of merchandise providers from said plurality of merchandise providers.

3. (currently amended) The method according to claim 2 wherein said subset comprises two or more of said plurality of merchandise providers.

4. (original) The method according to claim 1 wherein said offering is displayed in a presentation format that is also based on said business relationship.

5. (original) The method according to claim 1 wherein said order terminal comprises one of the following:
an automated teller machine

a catalog kiosk
a personal computer
a wireless device.

6. (original) The method according to claim 1 wherein said plurality of business entities comprises one or more of the following:

a retail store
a manufacturer of a wireless device
an automatic teller machine owner.

7. (original) The method according to claim 1 wherein at least one of said order terminals is located in a retail catalog store.

8. (original) The method according to claim 1 wherein said business relationships include friendly, neutral, and hostile relationships.

9. (original) The method according to claim 1 wherein said business relationships are maintained in a directory by a service manager.

10. (previously presented) A system for facilitating ordering of merchandise over a communication network by a user among a plurality of merchandise providers from a plurality of order terminals, each of said order terminals being associated with and under the control of a one of a plurality of business entities and having a pre-established business relationship with at least one of said plurality of merchandise providers, comprising:

a control system for maintaining information with respect to business relationships between said merchandise providers and said plurality of business entities, said business relationships being either friendly, neutral, or adverse with respect to each of said plurality of order terminals, said control system having a communication device for communicating with said plurality of order terminals over said communication network, wherein each of said order terminal being used by said user displaying an offering based on said pre-established business relationships associated with said order terminal in response to an order placed at said one order terminal.

11. (original) The system according to claim 10 wherein the offering provides a subset of merchandise providers from said plurality of merchandise providers.

12. (original) The system according to claim 11 wherein said subset comprises two or more merchandise providers.

13. (previously presented) The system according to claim 10 wherein said offering is displayed in a presentation format that is also based on said business relationship.

14. (previously presented) The system according to claim 10 wherein said order terminal being used by said user comprises one of the following:

- an automated teller machine
- a catalog kiosk
- a personal computer
- a wireless device.

15. (previously presented) The system according to claim 10 wherein said plurality of business entities comprises one or more of the following:

- a retail store
- a manufacturer of a wireless device
- an automatic teller machine owner.

16. (previously presented) The system according to claim 10 wherein at least one of said order terminals is located in a retail catalog store.

17. (previously presented) The system according to claim 10 wherein said business relationships include friendly, neutral, and hostile relationships.

18. (previously presented) The system according to claim 10 wherein said business relationships are maintained in a directory by a service manager.

19. (previously presented) A computer storage product storing a computer program having instructions for implementing the method of claim 1.